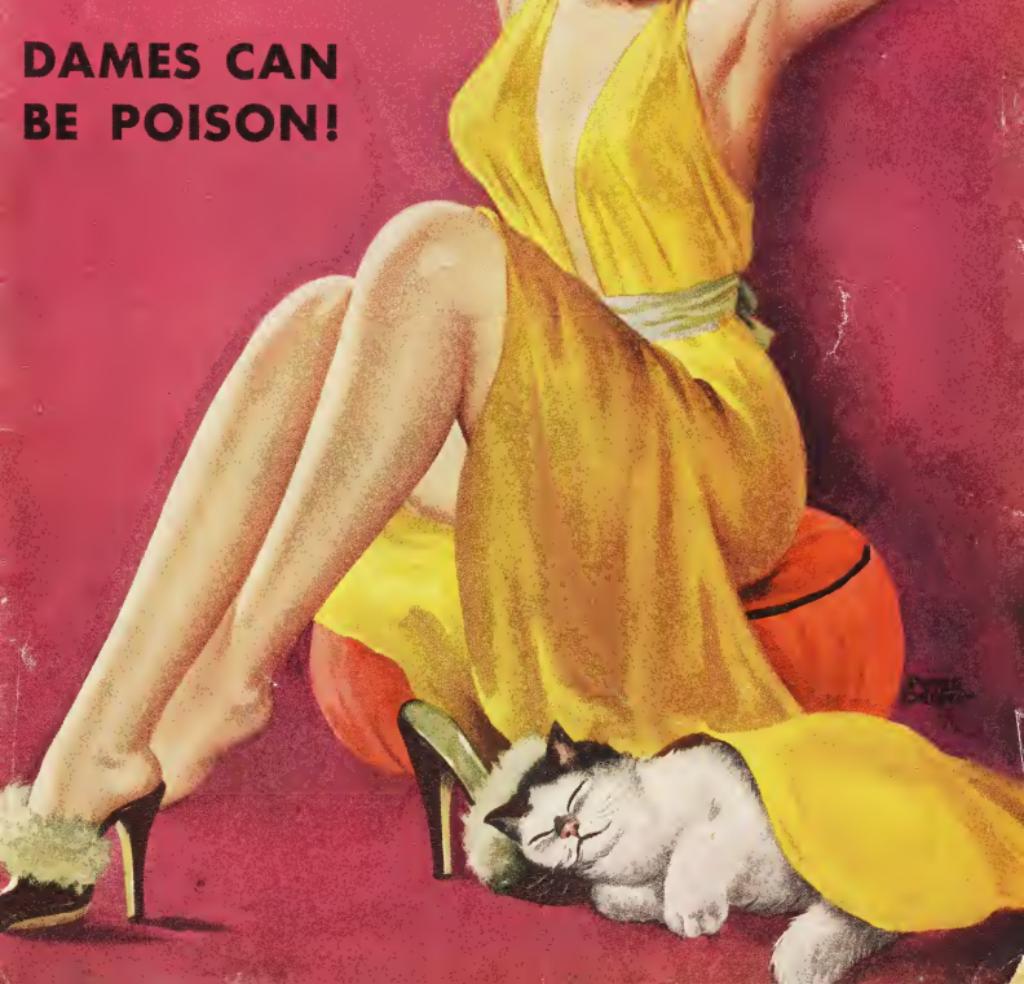


BEAUTY PARADE

The World's Loveliest Girls

MAY
25¢

DAMES CAN
BE POISON!



Close-out! 3 POWER ALL-METAL BINOCULARS

These are the very same 3-power all-metal Binoculars that we formerly sold for \$9.95. In fact thousands were sold at that price. Yet now on this sensational "close-out" offer, you can get a pair of these powerful Binoculars complete with beautiful carrying case as shown for the amazing low price of only \$3.98! That's right—\$3.98! How can we offer such a price with such a bargain? But you will miss out entirely unless you hurry... for every sportsman, hunter and motorist will want to own a pair at this close-out price. It will be first come, first served while the supply lasts. So rush your order today on the coupon below.

These Binoculars are beautifully made. They have optically ground and polished lenses and adjustable focusing wheel. The sturdy metal barrels are handsomely covered in pebble grain leatherette effect and every pair comes complete with a simulated saddle leather carrying case and adjustable shoulder strap as pictured.

Formerly
Sold for **\$9.95**

NOW! On This Close-Out Offer!

only **\$3.98**



- ★ Smartly Styled . . . All Metal Construction
- ★ Powerful — Polished Lenses
- ★ Draw Tubes Plated
- ★ Black Ebony Finish
- ★ Trimmed in Pebble Grained Leatherette Effect
- ★ Molded Focusing Wheel
- ★ Height—Closed 5 1/4", Open 6"
- ★ Weight One lb. with Carrying Case

"Enjoy Front Row Seats From Way Back"

You'll get the thrill of a lifetime when you take your first look through these powerful Binoculars. It's positively amazing how well you can see and make distant objects appear closer. Use them to see—other and sharp! You'll want to take these Binoculars with you on hunting trips, to sporting events, to the ocean and seaside. You'll be able to see people and wild life from a distance and watch what they're doing when they can't see you. Enjoy front row seats from way back!

USE FOR 10 DAYS ON MONEY BACK GUARANTEE!

So positive are we that you'll be more than thrilled and delighted with the performance, power, and beauty of these Binoculars that we send them to you on a generous 10-day no-risk money back guarantee. SEND NO MONEY! Just fill out and mail the coupon today. The postman will deliver your Binoculars complete with the handsome Carrying Case C.O.D. in a few days' time. Then, when they're actually in your hands, we want you to use them for 10 full days with the understanding that your money will be promptly refunded if you're not more than satisfied with them in every respect. Don't delay a single day if you want to own a pair. Rush the coupon today without fail.

SEND NO MONEY—RUSH THIS COUPON!

ILLINOIS MERCHANTISE CO., Dept. 6400-E
1227 Loyola Ave., Chicago 26, Illinois

Gentlemen: Rush me a pair of all metal Binoculars complete with Carrying Case as described above, on your no-risk 10 day Money Back Guarantee offer. I will pay the Postman \$3.98 plus postage. It is understood that if I am not completely satisfied I will return them to you within 10 days for refund.

NAME

ADDRESS

CITY STATE

I enclose \$3.98. Please rush the Binoculars and Carrying Case to me all postage charges prepaid.

WHAT YOU CAN DO ABOUT PIMPLES

Acne, Blackheads, and other externally caused Skin Blemishes

WHEN pimply skin is your problem, the first thing to get straight is that you *can* and *should* do something about it. To develop the attractiveness of your face is not mere vanity. It is an "open sesame" towards bringing the real *YOU* closer to other people and giving your personality the poise and confidence it needs. Your good qualities—intelligence, character, dignity—all go to naught... are completely cancelled out by a skin that "nobody loves to touch." Remember, the *YOU* that people see first is your face.

SKIN PROBLEMS

DEMAND IMMEDIATE CARE

Medical statistics tell us that blemished skin usually occurs from adolescence on through adult life. The problem at the adolescent stage is serious enough to deserve attentive care as a family matter. In adulthood, when life's responsibilities are so much weightier, it is doubly important to exert great effort to eliminate these blemishes. And, there is no better time to get pimples under control than now.

DON'T ABUSE SKIN

The first instinctive reaction to pimples and blackheads is to squeeze them out with your fingers.

A bit of experimentation along these lines soon provides convincing proof that this succeeds only in inflaming your skin and spreading the infection. Under no circumstances should pimples and blackheads ever be squeezed.



MICROSCOPE SHOWS IMPORTANT BASIS FOR EXTERNALLY CAUSED PIMPLES AND BLACKHEADS

Let's take a look through the microscope to see what's behind those unsightly pimples. The high-powered lenses show your skin coated with a covering which originated from two sources—one, internally and the other, externally.

The internal substances on your skin include dead cells, residue from the sweat glands, and a high quantity of oil excreted by the sebaceous glands. A most important factor in skin disorders occurs when thousands of these tiny sebaceous glands discharge more oil than the skin can use for lubrication. Unless special care is given, the oil forms a heavy film which attracts foreign matter to your skin much as any oil mop picks up dust. These infectious external substances may be classified into three general groups:

1. Airborne materials such as dust, pollens, condensation products of smoke, vapors, etc.
2. Materials brought in contact with the skin, such as tiny fragments of clothing, bedding, cosmetics.
3. Micro-organisms such as bacteria and fungi.

See the difference between a healthy skin and a pimply skin in the microscopic reproductions below.



A.
Normal skin



B.
Sick, pimply skin

Diagram A shows a normal-size, smoothly functioning sebaceous gland. Diagram B pictures sick, pimply skin. Notice that the sebaceous gland is a swollen mass of trapped oil, waste and infectious bacteria.

TRY THIS SENSIBLE WAY

Two sensible aims to achieve in controlling this skin condition are: to clear the pores of clogging matter, and to inhibit the excessive oiliness of the skin. Toward these ends, Dornol Products' research makes available two formulas. One is to aid in thorough cleansing by highly detergent penetration which simplifies the removal of waste and foreign matter. The other is to discourage oiliness with clinically-proven ingredients, and to kill infec-



tious bacteria often associated with externally caused pimples and blackheads.

BLEMISHES COVERED UP

To remove the distressing embarrassment of these skin blemishes, the second Dornol formula exerts a "cover-up" action on your broken out skin while the medication does its work. This, plus its pleasant odor, will spare you the mental distress which is associated with unsightly, malodorous, medicated preparations. Imagine! You can apply this Dornol formula to your skin by day and face the immediate present with greater confidence in your appearance, while secure in the knowledge that medication is acting to remove old blemishes and keep away new ones. What this "cover-up" action alone is worth in peace of mind is beyond calculation. No longer need prying eyes make you wince with humiliation and misery. Now because of this wonderful feature of the Dornol treatment, you can put your best foot forward... at once!

SATISFACTION GUARANTEED

OR

DOUBLE YOUR MONEY BACK

We know what the Dornol treatment has done for others, so we want you to try it at our risk. A few minutes a day invested in our treatment can yield more gratifying results than you ever dared hope for. This is what we say to you: If you are not delighted in every way by the improved condition and general appearance of your skin in just 10 days, simply return the unused portion and we will refund not only the price you paid—but DOUBLE YOUR MONEY BACK! Can anything be fairer than that? You have everything to gain... and we take all the risk!

How to get the Dornol Treatment immediately: Just send your name and address to DORNOL PRODUCTS, INC., Dept. 6318, 4257 Katonah Avenue, New York 66, N. Y. Be sure to print clearly.

By return mail we will ship the Dornol treatment to you in a plain package. When postman delivers the package, pay only \$1.98 plus postage. Or, if you wish to save postal fee, send \$2 now, and we will pay postage. Which ever way you order, the DOUBLE REFUND GUARANTEE still prevails. Don't delay another minute, send for the Dornol Medicated Skin treatment with "cover-up" feature... at once! Sorry, no Canadian C.O.D.'s.



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BEAUTY PARADE

Trade-Mark Reg. U. S. Pat. Off.

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L. Bennett, Editor

Art Direction by Reale

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THROUGH THESE PAGES PASS THE MOST BEAUTIFUL GIRLS IN THE WORLD

GETTING BALD? GROW MORE VIRILE HAIR



It took years of research, and months and months of experimenting to create the new amazing scientific HAIR RESEARCH FORMULA. Don't delay, order it today!

IN 30 DAYS OR YOU DON'T PAY A CENT!

MOST BALD PEOPLE COULD HAVE SAVED THEIR HAIR HAD THEY ACTED IN TIME!

ONCE YOU NOTICE SYMPTOMS OF TOO MUCH HAIR IN YOUR COMBINGS, HEAD ODORS, ITCHY SCALP, EXCESS DRYNESS, OILINESS

ACT IMMEDIATELY!

Once you are BALD it's too late, nothing can help you, not even the HAIR RESEARCH FORMULA! So don't delay, delay may cost you your hair! The new AMAZING SCIENTIFIC HAIR RESEARCH FORMULA KEEPS YOUR SICK SCALP FREE OF ITCHY DANDRUFF, seborrhea and STOPS THE HAIR LOSS THEY CAUSE.

KILL THESE HAIR DESTROYING GERMS! NOTHING KNOWN TO MEDICAL SCIENCE CAN DO MORE TO SAVE YOUR HAIR.



GIVE YOUR HAIR THE CARE IT DESERVES, order your hair research formula today!

never got over being skeptical and delayed using the HAIR RESEARCH FORMULA and are now BALD! But thousands upon thousands more have been skeptical at first and tested, tried and proved what we say, they now have THICKER, HEALTHIER HAIR, hair they can be proud of. Read their letters of praise, study the guarantees and ACT IMMEDIATELY before it's too late! So resultful is the new and improved amazing HAIR RESEARCH FORMULA that you will GROW MORE VIRILE HAIR WITHIN 30 DAYS OR you return the unused portion and your money will be refunded!

BETTER RESULTS

FROM NEW FORMULA
THE HAIR RESEARCH FORMULA is an exclusive laboratory-created formula. It has been tested and proved. Nothing can do more to GROW more virile HAIR, to SAVE your hair, DON'T DARE TO DELAY! MAIL COUPON and test it at home for 10 days FREE at our expense!



1. Pityrosporum Ovalis 2. Staphylococcus Albus 3. Corynebacterium Acnes

The HAIR RESEARCH FORMULA kills the hair-destroying germs (1) *Pityrosporum Ovalis*, (2) *Staphylococcus Albus* and (3) *Corynebacterium Acnes*. Leading dermatologists feel that in killing these germs you rid yourself of the scalp conditions that result in BALDNESS!

KILL THESE GERMS, DON'T RISK LETTING THEM KILL YOUR HAIR GROWTH! The HAIR RESEARCH FORMULA has been extremely successful with "DIFFICULT" hair and scalp conditions! Almost at once your hair looks THICKER, MORE ATTRACTIVE AND ALIVE! Thousands of men and women who have been skeptical and delayed using the HAIR RESEARCH FORMULA and are now BALD! But thousands upon thousands more have been skeptical at first and tested, tried and proved what we say, they now have THICKER, HEALTHIER HAIR, hair they can be proud of. Read their letters of praise, study the guarantees and ACT IMMEDIATELY before it's too late! So resultful is the new and improved amazing HAIR RESEARCH FORMULA that you will GROW MORE VIRILE HAIR WITHIN 30 DAYS OR you return the unused portion and your money will be refunded!



BEWARE OF TOO MUCH HAIR IN YOUR COMB—IT'S A DANGEROUS SIGN!

TESTED AND PROVED BY MEN AND WOMEN ALL OVER THE U.S.A.

"In 30 days my hair started to grow in thicker and my scalp felt better than it did in years." H.N., New York City.

"No professional treatment or hair preparation has done as much for my falling hair, my hair stopped falling out and I now have more virile hair." J.P., Springfield, Mass.

"I used to find a lot of hair in my comb every time I combed my hair, but now I hardly ever see hair on my comb. It's amazing." H.T., Chicago, Ill.

"I admit I was skeptical at first, but now I am convinced that everything you say is true." N.F., Kansas City, Mo.

"My barber recommended it to me and now my hair stopped falling out and is much more thicker." D.L., Los Angeles.

"My doctor told me about it and now I find it's the best thing I ever used, it saved my hair, my hair looks thicker, more attractive and alive." G.W., Miami, Fla.

SENT ON APPROVAL!

Hair Research Co., Dept. 58
1025 Broad Street, Newark, New Jersey

Rush one month's supply of your NEW AND IMPROVED AMAZING SCIENTIFIC HAIR RESEARCH FORMULA AT ONCE. I enclose \$2. cash, check or money order, ship prepaid. My money will be refunded if not satisfied.

Name _____

Address _____

City _____ State _____

I enclose \$5. Send three months' supply. I understand if not delighted with the NEW AND IMPROVED HAIR RESEARCH FORMULA, I can return it after 10 days for full purchase price refund.



Glamo

THOUSANDS of gals beat their heads against the stone walls of movie studios, but lovely Leslie Banning is a shrewd little cookie who came up with a brand new gimmick to open the studio doors.

Hollywood-born Leslie read the cinema trade papers, got hep to the never-ending popularity of hoss operas, and decided to become a cow-gal.

So who' happen? Quicker'n you could say "podner," Leslie got the lead in a cowboys and injuns thriller!

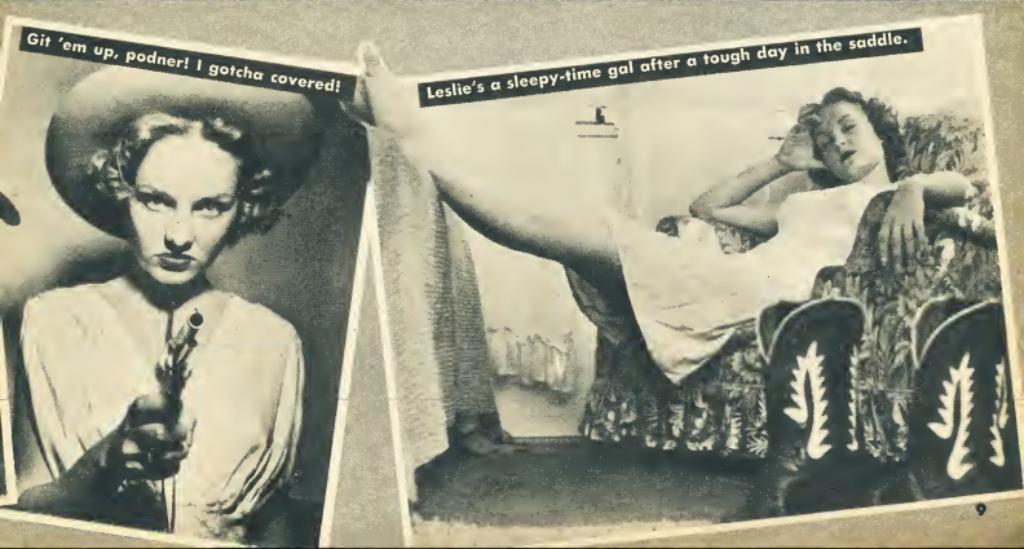
Right smart gal, eh podner?

Now the lessons are getting tougher, chum!





ur Gal to Cow Gal





DANNI VALENTINE
goes to Wally Wanger's
school for chorus gals.

BUNNY LAWRENCE is
studying dramatics, hop-
ing to make like Garbo.





ROBIN ADAYRE is
teacher's pet at a
Gotham model college.

AVA NORRING, is set
to graduate as a net-
work radio actress.

School
Daze

THE PERFECT SECRETARY IS AN OLD HAG WITH NO FRIENDS!

My Gal Friday



The boss can ring his head off!
She just loves to read and relax.

BUSTLING gal secretaries are the butts of the business world—fall gals for the boss's mistakes, and the real or imagined "Other Woman" in the suspicious mind of the boss's ever-lovin', ever-watchful wife.

An efficient lass in the office is a pearl without price, but a lazy-dazy type wench can keep the joint in an uproar from nine to five any and every day in the week.

Our office helpmate is the perfect type (we keep telling the wife), but here are a few samples of Gal Fridays who cause industries to topple and send tycoons leaping from skyscraper windows!



A beauty in an office is
good, for her boss's business.



Then there's the type who
runs the boss's business.



Popular Gal: Got a million friends,
talks to all of 'em, on boss's time!



TROPIC CAN CAN



They go into the dance,



Jose and Cacha show
why they're favorites.

FROM the French isle
of Madagascar
comes a dance which
could make naughty
Paris sit up and take no-
tice. It is shown here by
Pepe Begue and Cacha
Martinez, an island
beauty.

Reckless Rhythm Comes From the Islands



Proving that art can be worked into their routine with charming results. Note: Jose uses the smile technique.



Jose recites his admiration . . . and can you blame him? And Cacha responds, with most attractive fervor.

It's swing time for our dancers. Smiles appear mu-u-tual!



Leapin' Lena! When's the next boat?



EVER SINCE EVE TRAPPED ADAM WITH THAT APPLE, MERE MEN
HAVE BEEN PUSHOVERS FOR TRICKY GALS WHO LURE 'EM AND
LEAD 'EM - TO THE ALTAR!

Dames

JUST think. There was Adam in the beautiful Garden of Eden, without a worry in the world. His clothes grew on fig trees and the weather was always perfect for fishing. He didn't have any bills to pay or dirty dishes to wash. No mother-in-law gave him forty daily lashes with a sharp tongue and he never had to do a day's work in his life.

The only luxury that was lacking in this Paradise was a dame. And that's why it was called Paradise.

It's a matter of record that, at this time, Adam was the happiest man in the world. (This situation was, of course, partially influenced by the fact that he was the only man in the world.)

He could have stayed that way, too, but the unfortunate fellow didn't know enough to keep his eyes open. One night he stuffed himself so full of wild pheasant, nuts and dates that he just rolled over and fell fast asleep.

When he wake up, one of his spare ribs was missing. And of his elbow was a gal called Eve who immediately began feeding him the old oil about what a big, strong, handsome daddy he was — and how would he like to settle down with her and raise Cain?

Adam had never seen such a peach in the Garden before, and he was completely flustered by the tricky curves being pitched his way. So he gave her a date — thus originating a custom that has since caused the downfall of millions of his grandsons — and he was trapped.

Eve took over the housekeeping and they both got kicked out of the Garden of Eden because she fed Adam the wrong apples. After that she wasn't content to go around in fig leaves for long — she wanted mink. This meant Adam had to give up his fishing





is Poison!!!

and go out to work, so he could keep the babe in fancy duds. Eve also insisted on raising Cain — and he killed Abel.

It was the end of peace on earth. And it was all caused by a dame.

They'll do it every time.

Playing With Dolls

EVERY guy goes through a period like Adam did, when life is blissfully happy and uncomplicated. This Paradise lasts about 14 years — the first 14, that is. Then a fellow suddenly begins to notice some of Eve's delectable daughters at his elbow and, zingo, his troubles begin.

Not that a guy doesn't see any dames before he's 14, of course. It's just that, up to that time, they seem to be nothing but homely hanks of hair supported by spindly legs that like to kick at him.

After 14, however, the legs begin rounding out with curves that have a different sort of kick in them. Soon the dolls even start to wear sweaters — just to keep the boys warm.

And when a fellow begins noticing these things — it's the beginning of the end. Before you know it, the kid's giving up his good times at the poolroom and spending his whole fifty-cents-a-week allowance on some dizzy dame, just so she'll giggle at him and not at Joe Schmoe down the street.

From a life of carefree bliss, he's now heading slowly and surely toward a halter around his neck and the grim day when not only his life, but every cent he has in his pockets, is no longer his own. Pretty soon he's looking around him, bewildered, wondering what happened to the good old days and the good old gang. And what does he see?

He Sees Plenty

HERE'S Jimmy, the swell pal who always used to talk about quitting his job and going around the world on a tramp steamer. Well, some dame with plenty of steam made a tramp out of him all right. He'd still like to quit his \$95 a week job, but then where would he get the \$82.50 a week for alimony payments?

And then there's Phil, who always had a wonderful sense of humor. When he came home one night he found his wife getting ready to run away with his best friend. He told her she couldn't get away with it, but she just laughed in his face. "Ha, that's funny," she said. "A little runt like you thinks he can stop us! You stay me!" So he did.

Mickey has gone bald, tearing his hair out trying to keep the blonde he goes out with on Saturdays and Sundays from bumping into the redhead he goes with on his weak days.

Larry has 13 kids but his wife isn't happy and says she won't be until they have a large family. Bob married a babe with 109 pounds of the most eye-filling curves a man ever put his two arms around. Now she weighs 225 pounds and he hasn't got enough energy left to walk all the way around her.

Ed and Joe were bosom buddies until they met a babe named Bettye. Then they had a fight for the first time in their lives. Joe got his teeth knocked down his throat and his nose broken, but Ed lost. He got Bettye.

It just doesn't seem right somehow. That's why we think all men should get together in a movement to demand their ribs back, and end this nonsense of two sexes once and for all.

In fact, we'll start getting followers for such a movement this very night. We will, that is, if we can't get a date with the blonde out at the switchboard before we leave.





Velvet



Vixen



OUR MODEL, today, gentlemen, is a blonde beaut who is able to demonstrate the obvious attractions of velvet. The fact that she won't talk about these things lends an additional charm to her otherwise obvious attractions. The name: Claire Taylor. The figure: Exquisite. The be-velveted Miss Taylor shows why black goes with blondes, and for the record she wants to become a singer rather than a leggy dancer. Seems, though, that since she can sing better than she can dance, she's as different as an ol' hoot-owl and a nightingale. After taking a look at Claire, do you want to hear a nightingale—or take another look at 'er?

WHAT'S THIS?

REMEMBER the popular game of "What's This," where somebody made with the face and fingers and somebody else tried to guess what they were saying? It's always in fashion, when a cute babe makes the motions, so try to guess before reading the answers.



NAUGHTS TO YOU



POWDER'N MY SOUTHERN ACCENT



CONTENTED COW



INDIAN THUMBER



SHADOW BOXER ON
A CLOUDY DAY



THREE-MASTED SCHOONER
LOST IN THE WAVES



TIME ON MY HANDS



GIRAFFE WITH SORE THROAT

Run and Dream Up Gimmicks for Nimble Fingers !

PRIVATE

Keep Out



Model, business woman and starlet, that's Pat Hall, ash blonde lovely from California. She designed that swim-suit herself.



No pr

Pat Hall Tries and Tries, But Can't Escape the Cameras!

PRETTY Pat Hall could well be the heroine of a Horatio Alger success story, but strictly on the lovely feminine side, of course. You remember those Alger heroes — start with nothing, work hard, be good to your poor old granny, and bingo! First thing you know you're healthy, wealthy, and a wise guy.

Before Pat ever got out of high school in Hollywood, she was knocking off six grand a year working as a model. By the time she graduated, this Hall cutie was the undisputed queen of West Coast models. She'd have needed 40-hour days and 10-day weeks to pose for everyone who called for her services.

But do you think she was satisfied? Not this go-gettin' gal! Suddenly she blossomed out as a designer of feminine beach wear — and modeling same herself on her perfectly proportioned frame, Pat's success as a designer was assured. Some of the most glamorous names in Hollywood are among her clients for the latest thing in exclusive numbers for beach and sun.

Still Pat Hall wasn't satisfied or busy enough to burn up her boundless energy. A few months ago she signed a film contract with Universal-International, where they think she's a technicolor natural, as any fool can plainly see!

Photographers follow Pat like puppy dogs and it got so bad that she had to find a private beach for herself at — Ooops! Sorry, pal, we promised we wouldn't tell where!

Pat was proud of her sign, but some guys don't believe in 'em!

PRIVATE BEACH

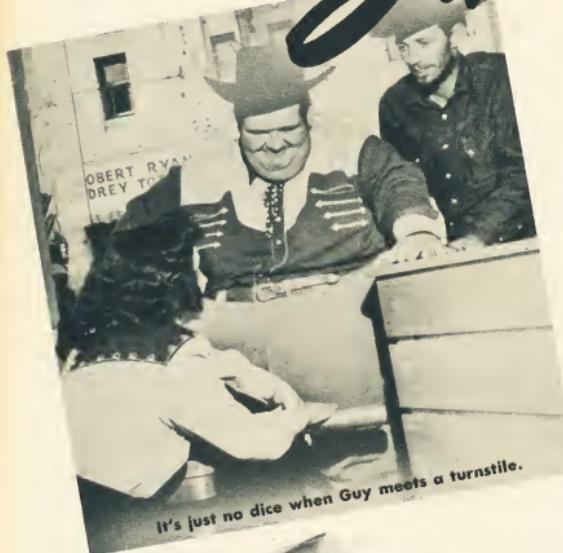


for Pat. Look at that lens hound skulking behind rocks!



MISTER

Six BY Six



PITY THE POOR BRONC THAT HAS TO TOTE THIS COLOSSAL COWPOKE. IT SHOULDN'T HAPPEN TO A DERRICK!



SIX times six equals 600 when you're talking about cowboy Guy Cherry of Texas and Hollywood. This lad is six feet tall and the shortest route around his middle measures a trim (not slim) 72 inches!

Cherry registers a well-packed 600 pounds when he steps onto a cargo scale. Can you imagine what he'd do to that penny-in-the-slot weighing gadget in front of the dime store?

He admits to trouble when it comes to shopping for clothes, but somehow he digs 'em up and does a regular act, slightly on the hilarious side, on the rodeo circuit, all decked out in 10-gallon sombrero, high-heeled boots and fancy kerchief.

Facing odds of better than 2 to 1, a 1300-pound cowboy struggles along with Guy on his aching back. How this ol' cowhand gets aboard remains a deep secret, but we'll wager that routine would be a sensational act in itself! In the off-season, he's a radio disc jockey, while his horse rests up and tries to forget the whole business!

They have to move the furniture when
"Tiny" moves in for a spot of chow.



Cherry is a haberdasher's nightmare. Tape won't reach!



This must be what they mean by "horse sense." This nag knows what he's doing when he refuses to get up!

TURKISH towel go hang, Claire Parnell has a lot of looks that will go with a fine figure. This keyhole photograph catches Claire unaware, to be sure, but she can model for us most anytime. In case you have not noticed, she's one beau-utiful ash blonde. Or do YOU agree?

Keyhole



Lovelies

SITTING pretty? That's the obvious answer from Claire Parnell, a statuesque blonde whose face adorns an otherwise well-constructed frame. For your information, she's a favorite of Gotham artists, has a personality to match her looks—and looks very nice in evening gowns.



Pert poodles are Carol and Lorraine Brinkman. Ethel Stout holds the leash.



Hot Ice



Gals and Comedy Make Ice Shows Pay Off Plenty!



Lovely blonde Ethel Stout zips up a bootie during rest period.

That's comic Dorothy McCusker clowning for her ice partners.



Pretty Jeanne Perkins relaxes and yawns after a tough rehearsal.



Zany Dotty takes a fall and loses her crown.



FAST-PACED ice shows are the hottest things in show business this season and that comes right from the boys who ring up the take at the box office. Smart showmanship, pretty girls, and riotous comedy on flashing skates add up to smash hits all over the land.

East, West, North or South—it makes no difference where—the musical skaters move into local rinks and wow the natives. And so profitable has this new wrinkle proven that hundreds of theater owners across the country are installing ice machinery for their stages, seeking to cash in on the popularity wave of the skate revues.

Herewith we present some of the young stars of "Icelandia", one of the most successful of these year-round winter extravaganzas, now enjoying a sensational national tour.

4 of a Kind

BETTING AGAINST FOUR QUEENS IS MURDER — IF THEY LOOK LIKE THIS!



Deluscious Yvonne de Carlo is queen of technical or at Universal studios.

Beautiful Colleen Townsend is a highly-rated newcomer to the movies.





Winsome Cecile Aubry is a French importation to Hollywood. Only 19, she has been a leading star in France for three years.



PICTURE poker is a fascinating sport — either indoors or outdoors. You can do it with any kind of pictures and the gal friends will love it, too.

Just take any old photo album and pick out snaps that rate in your mind as aces, kings, queens, etc. Make up your hand and let someone else try it. The results can be hilarious.

On this page we've picked four lovely queens from cinema land, and we're ready to mortgage the farm to back this hand. For our money, it has everything!

So pick up your cards, men, and play 'em smart. The sky's the limit!



Denise Darcel was the dynamic femme star who drew raves for her performance in MGM's "Battleground."



Dancing Cyclone



GAY Gotham is still gaga over the recent Ha-Ha Club engagement of Winnie Garrett, that titan-haired bombshell of the dance. Winnie came back to town with brand new rhythm routines that created a sensation!

She'll do it EVERY TIME



A CYNIC once remarked that he spent half of his courtship waiting for the little charmer to make herself pretty for public appearances. The date was for 8 — so she'd be ready promptly at 9:20. But that seems to be only part of the story. She's economical till she has you trapped, then her tastes change to furs instead of gingham, champagne instead of beer. And if you complain, she cuts your heart out with a smug remark like: "You're just getting old, Joey!"



Don't Blow Your Top



Late to meet the big
boss? She'll smear
you with lipstick.

Once you're wedded,
she'll say 8:30, then
be a good hour late.

He's worn out, but she insists
he's just an old clothes - horse.

if Baby's Wrong — That You Gotta Expect, Pal!

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She's a grand one, is Nancy Brandon, a blonde beauty who is tops in New York town, not to mention the country around.

And everything nice, that's what they say about Laura Drake, pretty and pert, and a bundle of merry chuckles.



The Inquiring Reporter

BEAUTY PARADE will pay \$10 for every timely, interesting question submitted and used in this feature. This month's award goes to Verne Durand, Miami, Fla.

The Question: SHOULD A GIRL KISS ON HER FIRST DATE?

HAROLD MARTIN, Painter San Diego, California:

"I think it all depends on the girl and the fellow, and how they happen to hit it off. Of course, as a man, I'd be a pretty stupid guy if I didn't say I was all for it, but at the same time, I don't think it's advisable for girls to kiss just anybody.

"Sometimes it happens that a fellow and a girl just happen to click — they're just right for each other, like the same things, enjoy the same jokes, etc. You might say their temperaments match. In a case like that, I believe it's okay for the girl to kiss on their first date. That's what happened with the girl I married."

CAROL GILMER, Teacher New Orleans, Louisiana:


 "Most decidedly no! Men are very selfish when they expect a girl to kiss them before she gets to know them.

"How do you suppose a man would feel if the girl demanded a diamond bracelet on their first date? It amounts to the very same thing.

"Personally, I run from a man who tries to kiss me at once!"

SAM CONKLIN, Taxi Driver Salt Lake City, Utah:

"Maybe yes, maybe no. It all depends. If they go out with me, yes. If they're out with some other guy, I don't care one way or the other.

"I'll tell you one thing, though. Most gals I know seem to expect it. And sometimes, after I've been with 'em a couple hours, I don't feel like kissing 'em. So what do you think happens then? They get mad!

"Of course, they don't come right out and say, 'I'm sore 'cause you don't want to kiss me!' But you can tell they're burned. It hurts their pride. So maybe a guy should kiss 'em so their feelings won't be hurt."

PEGGY DRAPER, Dress Designer Chicago, Illinois:



"Speaking for myself, if I like a boy, I'll kiss him every time. I think it's silly for girls to act so coy if they really go for a fellow.

"When you know he's nice you'll go out with him again and kiss him next time, anyway, so why wait? That would hurt me more than it would him, so I kiss them!"

VALERIE HASTINGS, Receptionist Portland, Maine:

"I should say not! I know that some girls don't think anything of kissing the first time they go out with a boy, but for the most part, I think only the younger teenagers go in for that. They probably think it's smart, or maybe they're deluded by those silly 'love-at-first-sight' movies they see.

"But as these girls grow a little older they get more sense and realize they cheapen themselves in a man's eyes by such conduct. I may become an old maid because of my strong feelings on this subject, but I still have not met any man I'd kiss on our first date."

CLIFFORD WHITE, Bookkeeper Omaha, Nebraska:



"Yes, but the girls I know don't agree with me. Every time I try to kiss a girl on the first date I get into trouble.

"They get mad, give me a tongue-lashing, refuse to go out with me again, or turn their heavyweight brothers loose on me. One gal surprised me. She belted me with a haymaker herself and flattened me."



PIX OF THE MONTH

IT'S not often a beautiful gal like June Frew becomes the victim of a horse laugh, but she's 'It' this time. Our Johnny-on-the-spot photographer caught this unusual shot of the top model and TV actress on a windy day in old New York town.

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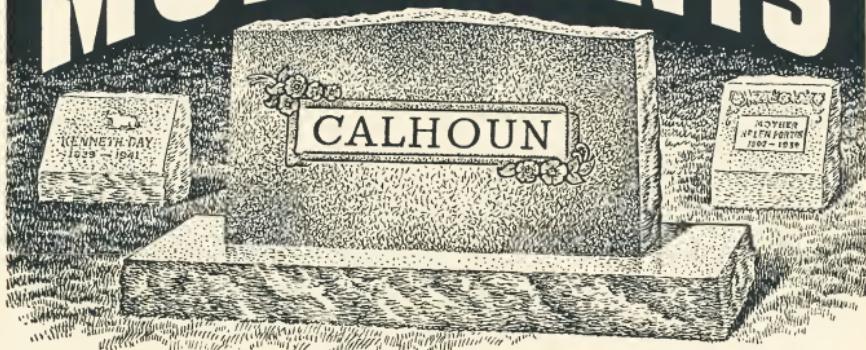
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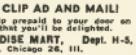
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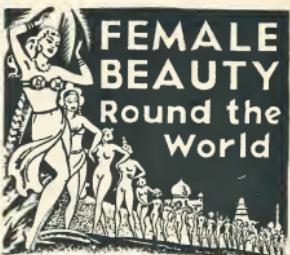
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Dear Editor,

For about six months now, I've stopped my trolley—I'm a motorman—at the same corner and picked up a beautiful blonde. I'm engaged, a timid sort of fellow, but SHE has a lot to catch the eye. Always smiles, and a couple of days ago asked me to come over to the house. I want you to know this is not "A Streetcar Named Desire." I'm just curious. Good-bye!

James W., Toronto, Canada

Dear Editor,

I have been thinking quite a bit about the New York girls in your books, but even by stretching my conscience I can't see how they're any better looking than the pretty ones we see on Biscayne Boulevard any day in the week. Maybe you guys live in an ivory tower, watch the snow fall and forget that we, too, have a lot of lovelies around. When your photo that they get good, good pictures.

Harold L. S., Miami Beach, Fla.

Dear Editor,

Now and then I wonder if I am as attractive as some of the models I see in "Beauty Parade"—those I see when my husband has finished looking at them, of course. It may sound funny, but he seems to appreciate me more after studying some of your pretties. It may be that he and I agree they're good lookers, but realize we're happy without any outside influences. This letter is more or less designed to tell you all your readers aren't wolves. Some of us are wolverines!

Margaret S., Olympia, Wash.

Dear Editor,

Your magazine has helped me an awful lot, simply by showing me how I should dress to be more attractive than the other girls. The so-called fashion books go in for all sorts of aids to the feminine figure, but I have learned a great deal from studying your girls... They seem to have real attractions and charm!

Helene G., Sacramento, Calif.



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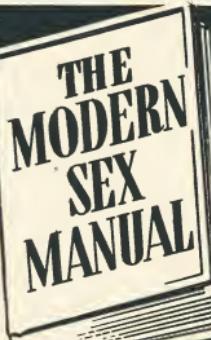


- Blood relation marriage
- How often intercourse
- Arousing of women
- Male and female sex organs
- Vital parts of sex organs
- Remedies for undeveloped sex organs
- Matching sex compatibility
- First bridal sex act
- "Safe Period" charts
- Delaying climax
- Reaching climax together
- Climax effect on man, woman
- Too much or too little intercourse controlled
- Best time and place for sex act
- 5 senses important in sex
- Sensation parts of woman
- More sex satisfaction for women
- Sex faults of husbands, wives



- Sex frustration
- Masturbation's effect on intercourse, health
- Uncontrolled self abortion
- Cures for sex immaturity for men, women
- Periods of women's increased sex urge
- Husband's preventing wife's climax
- Cause and cure for women's frigidity, men's impotency
- Today's cures for abnormal cases
- Cures for oversexed, undersexed
- Sex advice for all ages
- Ability to have children
- Pregnancy tests
- Sex act in pregnancy; after pregnancy
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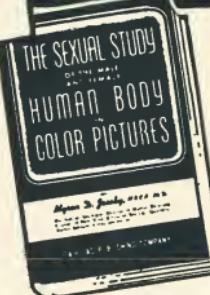
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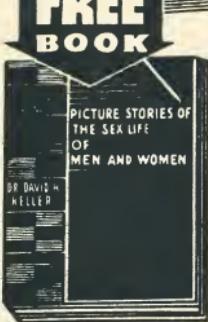
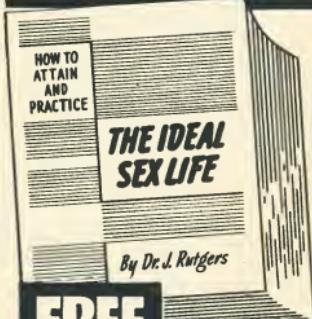
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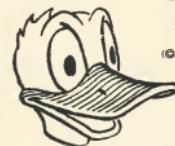
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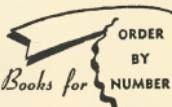
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us... She's only five
foot three, needs the
topper to add to
what you note is al-
ready, a very good
stature. The smile
helps, too!



**Reduce
FAT!
UP TO 5 lbs. A WEEK
UGLY FAT!**

LOSE
A
Scientific Way to



**LOSE
WEIGHT**

Enjoy the pep and en-
ergy of a slim figure
the Dr. Phillips Ap-
proved Way!

REDUCE

**10-20-
30 LBS.
AND IMPROVE
YOUR FIGURE!**

**WE GUARANTEE
THESE
STATEMENTS
OR YOU**

DON'T PAY A PENNY!

Don't be denied a beautiful, attractive figure. Lose only extra fat, not muscle. The KELPIDINE PLAN does the work with little effort on your part. It HADES you as indicated and supplies a healthy food mineral. YOU'LL REDUCE UGLY FAT IN A SCIENTIFIC WAY!

Results are shown quickly. Many report losing 15, 20, 30 lbs. and even more, in a matter of weeks. FOLLOW THE KELPIDINE PLAN, ugly fat melts away and your figure appears like magic.

Now you may share these dramatic results. Dr. Phillips KELPIDINE, Easy to Follow Instructions, help you restore the RIGHT CURVES in the right places. Kelpidine (fucus) is the only known food product listed in medical journals as an ANTI-FAT AND AS AN AIR INHALER. The United States Government Agency classifies Kelpidine as a "DIETARY" food. Mail coupon and TEST it at HOME for 10 days FREE at our expense.



"Thanks to Kelpidine in just a few weeks I lost four inches, then I went to the beach and I'm Leslie, New York City."

**MONEY-BACK GUARANTEE
WITH A 10-DAY FREE TRIAL**

\$2 If the Kelpidine plan doesn't do the wonders for you as it has for others, if you don't lose as much weight as you want to lose, if you're not 100% delighted with it, YOUR MONEY WILL BE RETURNED AT ONCE!

FREE! The famous Dr. Phillips Reducing Plan which has helped many lose 10, 20, and up to 50 lbs. is yours for the asking and can be sent absolutely FREE with your order.

MAIL COUPON NOW!

• American Healthaid Co., 390
• 1025 Broad St., Newark, New Jersey
• Send me at once for \$2 cash, check or money order.
• one month's supply of Kelpidine Tablets, postpaid.
• If I am not 100% satisfied my money will be refunded.
• Name _____
• Address _____
• City _____ State _____
• I enclose \$5. Send three months' supply.
• SENT ON APPROVAL!

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We sold hundreds of these Yvette Compacts at \$1.98 each. You get yours without additional cost with each Lady's Jacket that you order. Compact has mirror, sifter and puff. They're beautiful!

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Take this jacket for carefree ease—and for that certain poise which being "in the know" on style gives you! That new low hipline is a "flash" from the fashion front. Perky shoulders! Suave yoke! You will adore its smart distinctive lines . . . you will always enjoy its caressing warmth. It's tailored of favorite "Span-Rite," justly popular for its wear . . . for its beauty! It will be your prop and mainstay, season in, season out. Select yours from one of these seasons latest shades: Camel Tan or Stop Red. Sizes 12 to 20. Compact included with each jacket.

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Here's a sturdy "he-man's" jacket of a thousand and one uses that will keep pace with the fastest tempo of your busy day. Cut for real comfort of "Span-Rite"—magically flexible, smartly tailored and shape-retaining as well as warm. Snappy yoke back. Harmonizing buttons for looks and wear. Grand, deep, saddle pockets. Seams sides—so strict along as you will. You'll live in it from dawn 'till night. Choose Camel Tan with the following choice of harmonizing colors: Forest Green or Luggage Brown. Check your size from 36 to 44 on coupon. Pipe included with each jacket.

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1227 West Loyola Ave., CHICAGO 26, ILL.

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LADY'S JACKET Sale Price, \$4.95 Cancel _____
Check color wanted Tan _____
Plainly _____
Drop _____
Red _____

Combination Price for 1 Man's and 1 Lady's Jacket **BOOTH ONLY \$8.95**

MAN'S JACKET Sale Price, \$4.95 Camel Tan with these colors _____
Forest Green _____
Luggage Brown _____

Check color wanted Camel Tan with these colors _____
Forest Green _____
Luggage Brown _____

CHECK SIZE REQUESTED
LAZY'S 12, 14, 16, 18, 20, 22, 24, 26, 28, 30, 32, 34, 36, 38, 40, 42, 44
MY TOTAL PURCHASE AMOUNTS TO: \$ _____ C. O. O.

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